

Message Text

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PAGE 01 TEL AV 11986 130531Z
ACTION NEA-10

INFO OCT-01 ISO-00 DRC-01 EB-08 /020 W
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R 081056Z SEP 78
FM AMEMBASSY TEL AVIV
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UNCLAS TEL AVIV 11986

C O R R E C T E D C O P Y MRN (11986 VICE 01986)

E.O. 11652: N/A
TAGS: BEXP, IS
SUBJECT: TOYS & GAMES MINI SHOW, AUGUST 29-31, 1978

1. THE EMBASSY, IN COOPERATION WITH ADIV ASSOCIATES, ISRAELI REPRESENTATIVE OF SEVERAL AMERICAN TOY COMPANIES, ORGANIZED A THREE DAY MINI TRADE SHOW IN THE EMBASSY AUDITORIUM IN WHICH FIVE U.S. COMPANIES PARTICIPATED. ONE COMPANY, HASBRO, SENT ITS DIRECTOR OF INTERNATIONAL BUSINESS DEVELOPMENT TO THE SHOW AND DONATED ITS ENTIRE TOY EXHIBITS TO HANDICAPPED CHILDREN IN ISRAEL. A HALF-PAGE ARTICLE, BY A WELL KNOWN CONSUMER WRITER, IN A LEADING LOCAL EVENING PAPER, GENERATED MUCH INTEREST IN THE SHOW.

2. ABOUT 600 PERSONS VISITED THE SHOW OF WHICH CLOSE TO 350 WERE BUYERS WHO CAME FROM ALL OVER ISRAEL. MR. SHIMON SHARONI, HEAD OF THE PEDAGOGICAL DIVISION OF THE MINISTRY OF EDUCATION AND MANY TEACHERS VISITED THE SHOW. THEY WERE PARTICULARLY IMPRESSED WITH THE PRODUCTS OF BENNY & SMITH INC., MANUFACTURERS OF CRAYOLA AND WERE ALSO INTERESTED IN TINKER TOY. MR. SHARONI PROMISED TO TRY TO REDUCE THE PURCHASE TAX ON SOME OF THE PRODUCTS WHICH ARE NOT MANUFACTURED IN ISRAEL TO ENCOURAGE THEIR USE IN
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KINDERGARTENS AND SCHOOLS.

3. OFF-THE-FLOOR SALES WERE DOLLAR 9000, AND TWELVE MONTHS PROJECTION IS ESTIMATED AT DOLLAR 50,000. THE SHOW, WHICH WAS VERY ATTRACTIVE, WAS CONSIDERED A SUCCESS AND ADIV ASSOCIATES HAS REQUESTED A REPEAT IN THE SPRING OF 1979, WITH THE ATTENDANCE OF HASBRO AND CRAYOLA REP-

RESENTATIVES.

4. PHOTOGRAPHS AND COPIES OF INVITATIONS WILL BE
AIRPOUCHED TO USDOC/CAGNE. VIETS

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NNN

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